



West Michigan Network Governing Board

Meeting Minutes

January 5, 2023

RE/MAX of Grand Rapids: 4362 Cascade Rd SE STE 208, Grand Rapids, MI 49546

- I. Welcome: Sherlynn James, 2022 Women's Council President
In attendance: Lauren Marcy, Sherlynn James, Lisa Thomas, Lisa Jabara Newell, Jane Jones, Judy LaSage, Katrina Cole, Michelle Costa, Leslie Stolz, Stacy Miller-Kuiper, Lindsay Dykstra

- II. Words for the year of 2023:

Intention
Transformation
Resilience
Fearless
Intentional
Focus
Get it Done!
Positivity
Organization
Growth
Be Positive
Lead and Grow with Grace

- III. Overview of Governing Board Meeting:
- Tasks
- Teams

- IV. New Year Kickoff meeting attendees:
Lauren Marcy, Sherlynn James, Lisa Thomas, Stacy Miller-Kuiper, Lindsay Dykstra

- V. Governing Board Reports:

President Report:

- Honored women's council long time members/board members and thanked them for their continued service.
- Encompass the past of WCR and move forward and progress towards our 2022 goals

President Elect/First Vice President Report:

WCRWMI Newsletter will be sent out to members and affiliate members on the 20th of each month. All content needs to be sent to Lilian and Lisa J.N. by the 16th of each month. Content ideas include:

- Calendar
- Photos from events
- Overview of previous months events
- New member Spotlight
- Any other highlights

First Vice President and President Elect to work with Lauren Marcy to get set up on Follow-up Boss.

Treasurer's Report:

- Bill Highway is set up and getting organized with all old information from Quick Books
- Bank Balance as of 1/5/2023 is \$23,976.21 (Noted - previous meeting balance was over \$42k).
- Budget for 2023 isn't quite ready to go, but will be by next meeting
- Overview of 2022 Expenses and planning for 2023 including Christmas Party, HH, Golf Outing, Events
- Audit in March
- Reimbursements - all board members can submit reimbursements right away instead of waiting until the end of each month.

Membership Director Report:

- Working on Follow-up Boss and CRM to ensure tools are ready to go for regular communication with members and affiliate members.
- Overview of Active Members (65) and new members (8 new since Nov. 15th)
- Ambassador program for all new members - all board members expected to take on a small group of new members, personally communicate with them, invite them to events, quarterly touchpoint
- Membership needs help from the Marketing team for communication templates
- New Member Events - 3 for 2023

Motion for first New Member event on Feb 22nd - Sherlynn
2nd - Lisa Thomas

Discussed an idea for new member gifts - but decided against it based on keeping to budget

Each new member event will have a 15 minute structure of women's council overview along with something fun

- New Member spotlight in newsletter and social (need photos and info on each new member)

Event Director Report

- 4 Events planned for 2023
- First event - Jan 12th at Noco Provisions
- All board members to share on their personal social media platforms
- Marketing/President to manage sending out emails and texts about the event
- Check-in table: Sandra/Judy
- QR Code on checking table that goes to website to sign up: Lisa Thomas/Stacy to allow people to pay at the door
- HDMI Cables: Katrina Cole
- Greeters: Jane, Lisa Jabara Newell
- All board members to sit at different tables
- Lilian and Lauren to follow-up on Emails to GRAR members

Motion to increase cost to \$45 at the Door - Sherlynn
2nd - Lisa Thomas

- Second Event - April 13th 9-11am - Location TBD
- Shannon Cohen
- Marketing to assist with promotion immediately following Jan event

Galentines Event - Leadership Bonding
Feb. 5th at 11am

Other events to note:
Jan 25th - GRARLA Luncheon and State Meeting

Sponsorship Report:

- Limiting number of sponsors based on industry
- Add sponsors to website - Katrina Cole
- Add available sponsorships to website - Katrina Cole
- Send all sponsor hi-res logos to Katrina

Broker Sponsors - \$750

Motion to increase Strategic Partners to \$175 (from \$155) - Sherlynn
2nd Lisa Thomas

Community Service Report:

- United Woman - donation supplies for women in need

Marketing:

- Need to do:
 1. Headers for each event
 2. Email Headers
 3. Social Graphics
 4. Event Graphics
- Add all items to Slack
- Marketing to do a video for New Membership
- Video explaining Women's Council of West MI

Hospitality Report:

- Judy and Sandra want all of the board to reach out and communicate how they can best support everyone and all events.

VI. Meeting Adjourned at 11:30 am

Next Governing Meeting:

February 2, 2023 – Greenridge Realty Cascade